

F. 10.000  
2/3/58

# fashion calendar

january

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january — 1959

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march — 1959

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

# 1958

18th YEAR • A WEEKLY PUBLICATION



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 31, 1958</u>			
Thursday Jan. 30 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Showings thereafter Feb. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Frank Bender, LA. 4-7690.	MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Jan. 30 2:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION For press and buyers. By reservation. <u>Daily trade showings at 2:00 P.M. from Mon., Feb. 3.</u> Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Jan. 30 6:00 P.M.- 8:00 P.M. Cocktails	PRESS PREVIEW OF NEW COSMETICS Elizabeth Arden will introduce her new cosmetic "Creme Extrordinaire" to the press. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Friday Jan. 31 10:30 A.M.	SUMMER FASHIONS BY WILSON FOLMAR Summer collection designed by Wilson Folmar at preview for press and buyers. By invitation. <u>Trade showings Feb. 4-6, 10-13 at 1:00 P.M.</u> Contact: David Taxier, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Friday Jan. 31 12:00 Noon Luncheon	SUMMER FASHIONS AT PRESS PREVIEW Cocktail, dinner and evening collection. By invitation. Daily at 12:00 Noon (luncheon) Feb. 3-6, 10-13. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday Jan. 31 4:00 P.M. Cocktails	PREVIEW: MEN'S AND BOYS' WEAR FABRICS Showing of Reeves' new line of "Bounty" fabrics--man-made fabrics in Avisco Rayon. By invitation. Publicity: Charles F. Schroeder, PE. 6-8600.	REEVES BROS. INC.; AMERICAN VISCOSE CO.	10 EAST 52ND STREET SPORTS AFIELD

### WEEK BEGINNING MONDAY, FEBRUARY 3, 1958

#### OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, FEBRUARY 3</u>			
Zoltan-Rosenberg Co.	2:30; by appointment.	550 7th (22 Fl)	LA. 4-6691
<u>TUESDAY, FEBRUARY 4</u>			
Lloyd Weill	10:30 A.M.	498 7th (22 Fl)	LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl)	LA. 4-9724
<u>WEDNESDAY, FEBRUARY 5</u>			
Davidow, Inc.	By appointment.	550 7th (21 Fl)	PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 Fl)	LA. 4-2577



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 3 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 3 2:30 P.M.	OPENING: SUMMER COLLECTION Showing of daytime fashions designed by Vera Stewart. Daily thereafter at 2:30 P.M. Contact: LA. 4-6691.	ZOLTAN ROSENBERG	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Feb. 3 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Showing of Claire McCardell's Summer collection for the press. Daily thereafter at 2:30 P.M. By invitation. Contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 3 3:30 P.M.	PRESS PREVIEW: JEANE SCOTT BY MARGOT Showing of Jeane Scott by Margot collection to press. By invitation. There- after Feb. 4--Arkay Junior Frocks at 11:00; Rappi, Inc. at 2:00; Jeane Scott by Margot Inc. at 3:00. Publicity: Mr. Post Eddy, LO. 5-2626.	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Feb. 3	SUMMER COLLECTION BY JEANNE CAMPBELL Continuous daily showings of Sportwhirl's Summer dresses and sportswear. Contact: Bobby Kadin, LO. 4-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Feb. 3	OPENING: SUMMER DRESS COLLECTION Showing of young women's and half-size dresses, designed by Keith Adams. Continuous thereafter. Contact: Frank Snyder, WI. 7-1546.	RADIANT DRESS CO.	525 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 4 8:15 A.M. Breakfast	ANNUAL NOTIONS BREAKFAST Kleinert's annual show for notion buyers and merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	SHERATON-ASTOR HOTEL GRAND BALLROOM
Tuesday Feb. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings, Feb. 5, 6, 11, 12, 13, 18 and 20 at 11:00 A.M. By reserva- tion. Contact: LA. 4-7626. Publ.: Eleanor Lambert, 785 Fifth, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 4 9:30 A.M.	SUMMER FASHIONS BY HELENA BARBIERI Showing of Summer cocktail and formal fashions by Helena Barbieri, Feb. 4, 5, 6, 11, 12, 13 at 9:30 A.M. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 4 10:00 A.M.	OPENING OF SUMMER DRESS COLLECTION Showing of Summer cocktail and formal dresses daily at 10:00, 1:00, and 3:00. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Feb. 4	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR



## DATE

## WHAT'S GOING ON

## GIVEN BY

## WHERE

## SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

TUESDAY, FEBRUARY 4

Rudolf Gowns. . . . . 10:30 A.M. . . . . 530 7th (12 Fl) WI. 7-6865  
 Paul Parnes Corp. . . . . 2:30 P.M. . . . . 498 7th (10 Fl) CH. 4-4600  
 Harmay. . . . . 4:00 P.M. . . . . 498 7th (22 Fl) PE. 6-5547  
 Ben Barrack, Inc. . . . . Continuous daily . . . 498 7th ( 7 Fl) LO. 4-3923  
 A. Goodman & Co., Inc. . . . Continuous daily . . . 530 7th (17 Fl) WI. 7-4077

WEDNESDAY, FEBRUARY 5

Herbert Sondheim, Inc. . . . . 10:30 A.M. . . . . 530 7th (20 Fl) LA. 4-7540  
 Wm. Fox-Visioni Corp. . . . . 1:00 P.M. . . . . 498 7th (18 Fl) CH. 4-2659  
 Grabois . . . . . 1:15 P.M. . . . . 498 7th ( 5 Fl) CH. 4-2767  
 David Levine Co. . . . . 2:30 P.M. . . . . 530 7th (21 Fl) LA. 4-0237  
 Rosalie Macrini, Inc. . . . . 4:00 P.M. . . . . 550 7th (11 Fl) CH. 4-2655

THURSDAY, FEBRUARY 6

Jobere, Inc. . . . . 11:45 A.M. . . . . 530 7th (30 Fl) PE. 6-1938  
 Harvey Berin, (Changed, Feb. 11) . . . 1:00 P.M. . . . . 530 7th ( 7 Fl) PE. 6-0206  
 Nat Kaplan, Inc. . . . . 1:15 P.M. . . . . 498 7th (21 Fl) LO. 5-4115  
 Branell . . . . . 2:30 P.M. . . . . 530 7th (27 Fl) PE. 6-6983

FRIDAY, FEBRUARY 7

Hannah Troy, Inc. . . . . 1:00 P.M. . . . . 530 7th ( 2 Fl) LO. 3-0988  
 David E. Gottlieb, Inc. . . . . 2:15 P.M. . . . . 530 7th ( 4 Fl) LO. 5-2727  
 Grobe Originals, Inc. . . . . Continuous daily . . . 498 7th (16 Fl) BR. 9-8394  
 Martin Simon, Inc. . . . . Continuous daily . . . 498 7th ( 7 Fl) LA. 4-2877

TUESDAY, FEBRUARY 11

Junior Sophisticates Co. . . . . 1:00 P.M. . . . . 498 7th ( 4 Fl) LO. 4-0462  
 Ed Gerrick, Inc. . . . . 4:00 P.M. . . . . 550 7th ( 7 Fl) LO. 4-1820

WEDNESDAY, FEBRUARY 12

Samuel Winston, Inc. . . . . 4:00 P.M. . . . . 530 7th (11 Fl) CH. 4-2617

Tuesday OPENING OF LLOYD WEILL 498 SEVENTH AVENUE  
 Feb. 4 SUMMER COLLECTIONS SHOWROOM - 22ND FLOOR  
 10:30 A.M. Showings thereafter, Feb. 5, 10, 11, 12, 18, 19 and 25 at 10:30 A.M.  
 Contact: Eleanor Rose, LO. 5-3041.

Beginning OPENING OF SUMMER JERRY GREENWALD, INC. 498 SEVENTH AVENUE  
 Tuesday DRESS COLLECTION SHOWROOM - 3RD FLOOR  
 Feb. 4 Summer dresses and ensembles, designed by Violet Feigin. Contact: Demi  
 10:30 A.M. Daniels, LO. 5-4850.

Tuesday PREVIEW OF SUMMER ELOISE CURTIS, INC. 498 SEVENTH AVENUE  
 Feb. 4 DRESS COLLECTION SHOWROOM - 6TH FLOOR  
 11:00 A.M. Preview of Eloise Curtis' Summer dresses for juniors to the press. By  
 invitation. Daily showings thereafter at 11:00 A.M. Contact: PE. 6-4885.

Tuesday OPENING OF CLOTHES FOR YOU, INC. 1400 BROADWAY  
 Feb. 4 SUMMER COLLECTION SHOWROOM - 16TH FLOOR  
 11:30 A.M. "Clothes For You"--designed by Madeleine Fauth. Continuous daily there-  
 after. Contact: Isabelle Crawford, BR. 9-7700.

Tuesday PREVIEW OF SUMMER ALISON 530 SEVENTH AVENUE  
 Feb. 4 DRESS COLLECTION SHOWROOM - 15TH FLOOR  
 12:00 Noon Preview of Alison's Summer dress collection, designed by Miss Lucel and  
 Luncheon Mr. Nino. By invitation. Thereafter at 12:00 Noon. Contact: WI. 7-0152.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 4 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 4, 5, 6, at 1:00 P.M. (Note <u>New Showroom On 20th Floor.</u> ) By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 4 2:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation. <u>Daily thereafter at 10:30 and 2:00.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 4 2:30 P.M.	PRESS PREVIEW OF SUMMER FASHIONS Jerry Parnis will present her cotton collection to press and buyers. By invitation. Daily thereafter at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publicity: Helen O. Borger, 667 Madison Ave., TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR.
Tuesday Feb. 4 4:00 P.M. Cocktails	PREVIEW OF SUMMER JUNIOR FASHIONS Showing of Summer junior dresses and costumes for press and buyers. Continuous daily thereafter. By invitation. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 4 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Summer dresses, suits and costumes, at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 4	FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in organdies, nylons and organzas at continuous daily showings. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 4	OPENING OF SUMMER COLLECTION Designed by Walter Gerson. Continuous daily. Contact: CH. 4-2270.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday Feb. 4	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Feb. 4:</u> Digby Morton, Michael, Mattli, Ronald Paterson. <u>Feb. 5:</u> Hardy Amies, Charles Creed, Lachasse. <u>Feb. 6:</u> John Cavanagh, Worth, Norman Hartnell, Michael Sherard. <u>Feb. 18:</u> Victor Stiebel. Contact: Ann Ryan, 461 Old Bond Street, London W.1.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Wednesday Feb. 5 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Showing for press, Wed., Feb. 5. (Resident buyers, Feb. 4 at 12:00 Noon). Thereafter, Feb. 6, 11, 12, 13. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday Feb. 5 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings of Summer collection in new showroom, Feb. 5, 6, 11, 12 and 13 at 1:00 P.M. Contact: CH. 4-2659.	WM. FOX-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 5 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION Sportsmaker will preview Brigance's Summer collection of dresses, beachwear and playclothes. By invitation. Trade showing Thurs., Feb. 6 at 2:30 P.M.; thereafter Tuesdays and Thursdays. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 5 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of dresses, suits and costumes at 2:30 daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Feb. 5 2:30 P.M.	OPENING: CEIL CHAPMAN'S SUMMER COLLECTION <u>Showings at 2:30 P.M.</u> By appointment. Contact: Carrie Arvani, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER SPORTSWEAR Showing of sportswear, beachwear and dresses designed by Greta Platty. By invitation. Continuous thereafter. Publ: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR, INC.	THE AMBASSADOR BALLROOM
Wednesday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: IRISH LINEN FASHIONS Reception for 1958 Irish Linen Queen; exhibit of table settings, decorator and household linens; fashion show of linen by leading designers for men and women; also originals by students of Parsons School of Design. Show at 5:30 P.M. By invitation. Publicity: Eleanor Rowlands, LE. 2-9292.	THE IRISH LINEN GUILD	HOTEL PIERRE BALLROOM
Thursday Feb. 6 10:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Showing of Summer collection by McMullen for press and buyers. By invitation. Continuous thereafter. Publ: Mrs. Pleasants Pennington, OX. 5-4270.	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Thursday Feb. 6 11:30 A.M. Luncheon	OPENING OF SUMMER DRESS COLLECTION Showing of junior and misses dresses designed by Mr. Sidney; continuous daily thereafter at 11:30 A.M., followed by luncheon. Contact: BR. 9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 6 11:30 A.M.	OPENING: SPRING AND SUMMER COUTURE FASHIONS Daily showings of daytime, cocktail and evening dresses at 11:30 A.M. By reservation. Contact: Alice Geller, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 6 12:00 Noon Luncheon	"100 YEARS OF FASHION"--LUNCHEON "Evolution in Design"--100 years of Fashion, reviewed and commented on by Van Day Truex. Live tableaux will coordinate interiors with apparel; also preview of slides from Paul McCobb's special Akron Museum exhibit. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	ROOSEVELT HOTEL BALLROOM
Thursday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. <u>Daily showing thereafter at 1:15.</u> Contact: Genevieve Cawley, LO. 5-4115. Publ: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 6 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Summer dresses and separates at 2:30 P.M. daily. Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Feb. 6 4:00 P.M.	SUMMER COLLECTION BY DONALD BROOKS Preview for press and buyers of Donald Brooks' Summer collection. Showing also Feb. 13 at 4:00 P.M. By invitation. Contact: LO. 3-4231. Publicity: Ruth Hammer Associates, EL. 5-7872.	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 7 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Showings also on Feb. 11 and 13 at 11:00 A.M. By invitation and reserva- tion. Contact: Liz Bechtol, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 7 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Preview by invitation. <u>Trade showing Tues., Feb. 11</u> ; daily thereafter at 10:30. By reservation. Contact: Jerome Silverman, LO. 4-0616.	SYLVAN RICH FOR MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Hannah Troy's Summer dresses will be shown daily at 1:00 P.M. By appoint- ment. Contact: LO. 3-0988. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Feb. 7 2:00 P.M.	PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection. By invitation. Beginning Tues., Feb. 11, daily at 11:30. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Friday Feb. 7	OPENING OF SUMMER COLLECTION Martin Simon's Summer collection, continuous daily. Contact: IA. 4-2877.	MARTIN SIMON, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Feb. 10- Feb. 21 9:00 A.M.	"TWO WEEKS WITH PAY" CAPSULE CLINICS Charm will preview their Summer (May-June issue) ready-to-wear and travel accessories. Open only to retailers, buyers, divisional merchandise managers, promotion directors, fashion coordinators, advertising directors. Daily showings: 9:00 A.M.-12:00 Noon, 2:00 P.M. - 5:00 P.M. merchandise- promotion clinics; 9:00 A.M. personalized store group meetings, by appointment only. Contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Monday Feb. 10- Feb. 11 10:00 A.M.- 11:00 P.M.	EIGHTY-SECOND ANNUAL DOG SHOW Over 2500 dogs of 107 different breeds will be presented with "Gun Dogs In Action" as Tuesday night's regular feature. Admission: \$2.50. Contact: Thelma Boalbey, PL. 3-9535.	WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Beginning Monday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer collection of all-occasion dresses at 1:00 P.M. daily. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily thereafter at 10:30 A.M. By invitation. Contact: LO. 5-7514.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 11 9:30 A.M. Breakfast	PREVIEW: SPRING BRIDAL & TROUSSEAUX FASHIONS The press will preview Spring bridal gowns, also trousseaux fashions for juniors and misses. By invitation. <u>Customer showing</u> at 5:45 P.M., on the Young 3rd Floor. Publicity: Belle Gillis, MU. 8-6800.	TAILORED WOMAN	3RD FLOOR BRIDAL SALON
Tuesday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Daily showing at 12:00 Noon. Contact: BR. 9-5012.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 11 12:00 Noon Luncheon	OPENING: SUMMER DRESSES & SPORTSWEAR Lunch (12:00) showing (12:30) Feb. 11, 12, 13 and Feb. 17 through 19. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore at 1:00 P.M., Feb. 11, 12, 13, 18 and 20. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 11 1:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Oleg Cassini will preview his Summer collection to press and buyers. By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 11 1:15 P.M.	OPENING: SUMMER DRESS COLLECTION Daily showing of Gothé Summer cocktail, dinner and evening dresses at 1:15 P.M. Contact: Lucile Gordon, LO. 5-2727.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection daily at 2:30 P.M. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Thereafter, Feb. 11-13, 18-20 and 26. By reservation. Contact: CH.4-1872.	LARRY ALDRICH CO., INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 3:45 P.M.	OPENING OF SUMMER DRESS COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening fashions, Feb. 11, 12, 13, 18, 19 and 20 at 3:45 P.M. Contact: Berdine Devine, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Feb. 11 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection, designed by Liz Claiborne. By invitation. Continuous thereafter at show-room. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 4:00 P.M. Cocktails	PRESS PREVIEW: "SPECIAL EDITIONS" BY ANNE FOGARTY Premiere showing of Anne Fogarty's Summer "Special Editions" collection for Leonard Arkin & Son. By invitation. Thereafter Feb. 12-21 at 3:00. By invitation. Contact: Nancy English, WI. 7-5324.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Wednesday).		
Wednesday Feb. 12 4:00 P.M.	OPENING OF SUMMER COLLECTION Samuel Winston's Summer collection, designed by Roxanne. Daily thereafter at 4:00 P.M. By appointment. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 12 4:00 P.M. Cocktails	PRESS PREVIEW: FALL SWEATERS & ENSEMBLES Fall collection of Korrigan Lesur sweaters and ensembles designed by Mme. Kermaingant who will be present. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	KORRIGAN LESUR CO. (580 FIFTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday Feb. 13 10:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION By invitation. Publicity: Margot Infantino, LO. 5-1500. (NOTE NEW DATE).	GIMBELS	4TH FLOOR SHOE SALON
Thursday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings of Jane Derby's Summer collection, Feb. 13, 14, 18 and 20 at 10:30 A.M. By appointment. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Feb. 13 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Luis Estevez will preview his Summer collection to the press. By invitation. Trade showings, beginning Friday, Feb. 14 at 12:00 Noon in showroom daily. Contact: LO. 4-5820. Publ.: Eleanor Lambert, MU. 8-2130.	GRENELLE-ESTEVEZ (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
Feb. 14	VALENTINE'S DAY (Wednesday).		
Monday Feb. 17 12:30 P.M. Luncheon	PREVIEW: NEW MODELS IN SEWING MACHINES Necchi will present their new models to the press. By invitation. Publ.: Tecla de Volco at Klingman & Spencer, 54 Park Ave., MU. 5-5436.	NECCHI SEWING MACHINE CORP. (164 WEST 25 ST.)	HOTEL PIERRE ROOF GARDEN
Feb. 19	ASH WEDNESDAY (First Day of Lent).		
Wednesday Feb. 19 10:00 A.M. Breakfast	PREVIEW: SPRING COATS & SUITS Gimbels will preview their Spring coat and suit collection to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR BRIDAL SALON
Wednesday Feb. 19 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy maternity fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Page Boy Publicity: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 22	WASHINGTON'S BIRTHDAY (Saturday).		
Monday Feb. 24 10:00 A.M.- 6:00 P.M.	PRESS TOUR: NEW MASSACHUSETTS FACTORY Schwartz & Benjamin will transport the press by American Airlines from LaGuardia Airport at 10:00 A.M., to Boston for lunch. They will inspect the new Customcraft Shoe plant in Lynn, followed by cocktails and return flight, arriving in New York about 6:00 P.M. By invitation. Publicity: Carolyn Sadow at Frederick-Clinton Co., MU. 2-7433.	SCHWARTZ & BENJAMIN (112 WEST 34TH STREET)	LYNN, MASSACHUSETTS
Tuesday Feb. 25 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Showing of Gimbels' Spring millinery to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR FRENCH ROOM
Tuesday Feb. 25 3:00 P.M.	PRESS PREVIEW: SPRING- SUMMER CUSTOM COLLECTION Eleanora Garnett will preview her Spring and Summer custom-made collection. By invitation. Publ: Elizabeth Maher Assoc., 424 Madison, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 25- Feb. 26	SEMI-ANNUAL LEATHER SHOW Exhibit hours: <u>Feb. 25</u> :--9:00 A.M. to 7:00 P.M. <u>Feb. 26</u> :--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 5th, MU.6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday Feb. 26 8:30 A.M. Breakfast	PREVIEW: BOYS' SUMMER FASHIONS "A New Look In Boys' Fashions"--designed by Bill Beaton. For press and buyers, by invitation. Publicity: Madeline Christopher at Mad-Lyn Assoc., 55 West 42nd St., BR. 9-5967.	MINIKIN TOGS, INC. (112 WEST 34TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 26 12:30 P.M. Luncheon	SPRING-INTO SUMMER FASHIONS A.P. Silk Co. will present fashions in new fabrics by leading designers. Press by invitation. A.P. Silk Publ: Countess Dolfen, LO. 4-3335. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	A.P. SILK CO. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 26 2:30 P.M.	SEMI-ANNUAL SHOE CLINIC Shoe conference with editors of "Harper's Bazaar" interpreting silhouette, fabric and leather trends that will influence Fall and Winter shoe fashions; also incoming shoe design trends. Admission by ticket. Contact: Mr. L. E. Langston, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Friday Feb. 28 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will preview their import collection to the press. By invitation. Publicity: Nancy Ranck, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Friday March 14 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS Semi-annual import fashion show at <u>9:00 A.M. (breakfast)</u> and <u>12:00 Noon (luncheon)</u> . More details later. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM



# MOVIES...THEATRE...OPERA

- Thursday  
Jan. 30 PREMIERE: "SEVEN HILLS OF ROME" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET  
Mario Lanza will return to the screen in MGM's Technicolor production, filmed in Italy and co-starring Renato Rascel and Marisa Allasion. Producer: Lester Welch. Director: Roy Rowland, MGM Publicity: Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Monday  
Feb. 3 FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET  
Mon., Feb. 3: Mozart's "LE NOZZE DI FIGARO". Tues., Feb. 4: Verdi's "AIDA". Wed., Feb. 5: Wagner's "DIE WALKUERE". Thurs., Feb. 6: Verdi's "LA TRAVIATA". Fri., Feb. 7: Puccini's "LA BOHEME". Sat., Mat. Feb. 8: Puccini's "GIANNI SCHICCHI". Sat., Eve. Feb. 8: Puccini's "TOSCA".  
Publicity: Francis Robinson, PE. 6-1200.
- Monday  
Feb. 3 OPENING: "THE INFERNAL MACHINE" PHOENIX THEATRE, SECOND AVE. & 12TH ST.  
Albert Berman's adaptation of the Jean Cocteau play, produced by T. Edward Hambleton and Morris Houghton, starring June Havoc, John Kerr and Jacob Ben-Ami with Joan McCracken. Director: Herbert Berghof. Sets: Ming Oho Lee. Lighting: Tharon Musser. Costumes: Alvin Colt. Publicity: Ben Kornzweig, CI. 6-0718.
- Tuesday  
Feb. 4 OPENING: "OH CAPTAIN" ALVIN THEATRE, 250 WEST 52ND STREET  
The musical comedy presented by Howard Merrill and Theatre Corporation of America, starring Tony Randall, Abbe Lane, Xavier Cugat and Alexandra Danilova. Producer and Director: Jose Ferrer. Sets and Lighting: Jo Mielziner. Costumes: Miles White. Publ.: Harvey Sabinson, CI. 6-0856.
- Wednesday  
Feb. 5 8:30 P.M. PREMIERE: "QUIET AMERICAN" VICTORIA THEATRE, B'WAY & 46TH STREET  
United Artist's production, filmed in Vietnam, starring Audie Murphy, Michael Redgrave, Claude Dauphin. Publ.: Tess Michaels, CI. 5-6000.
- Wednesday  
Feb. 5 OPENING: "WINESBURG, OHIO" NATIONAL THEATRE, 208 WEST 41ST STREET  
Saba Co. and Yvette Schumer will present an adaptation of the novel by Sherwood Anderson, starring Dorothy McGuire, James Whitmore and Leon Ames. Director: Joseph Anthony. Sets: Oliver Smith. Costumes: Dorothy Jenkins. Publicity: Richard Maney, CI. 7-4646.
- Thursday  
Feb. 6 OPENING: "INTERLOCK" ANTA PLAYHOUSE, 245 WEST 52ND STREET  
Celeste Holm, Maximilian Schell and Rosemary Harris will star in a psychological melodrama by Ira Levin and presented by Richard Myers, Julius Fleischmann and Walter N. Trenerry. Director: Philip Burton. Costumes: Robert Mackintosh. Publicity: Harvey Sabinson, CI. 6-0856.
- Tuesday  
Feb. 11 OPENING: "CLOUD SEVEN" JOHN GOLDEN THEATRE, 246 WEST 46TH ST.  
Ralph Meeker and Martha Scott starring in the Max Wilk comedy, presented by Milton Baron and Marshall Earl. Director: Dennis King. Costumes: Alice Gibson. Publicity: James Proctor and Merle Debuskey, MU. 7-5084.
- Wednesday  
Feb. 12 OPENING: "THE ENTERTAINER" BELASCO THEATRE, 111 WEST 44TH STREET  
David Merrick will present the Henry Denker play for a limited engagement, starring Laurence Olivier and featuring Joan Plowright. Director: Tony Richardson. Publicity: Jacobson-Harmon, CH. 4-1482.
- Wednesday  
Feb. 19 OPENING: "PORTOFINO" Adelphi Theatre, 152 West 54TH STREET  
Richard Ney and Louis Bellson will present their own musical, co-starring Robert Strauss, George Guetary. Publ.: Dave Lipsky, CH. 4-5185.